



GREAT AMERICAN NAVY/MARINE CORPS SMOKE OUT DAY INNOVATIONS



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The Navy Health Promotion team devised, developed and implemented a number of creative, informative, and useful programs for the 1998 American Cancer Society Smoke Out Day. These innovative activities seem to complement and enhance the standard ACS Great American Smoke Out Day Program. The following gold star wellness activities, ideas and programs are taken from the “field experts” and are offered in the spirit of growing and improving your Navy/Marine Corps Smoke Out Day, and working towards a tobacco free military!

Partnering

Most Health Promotion Programs developed a local partnership with MWR! The arrangement helped with awareness, educational, and promotional items plus marketing and publicity!

- At NH Bremerton, a collaboration with the local ACS County Cancer Control Committee seemed to enhance the overall program in both the military and civilian communities.**
- At NTC Great Lakes, the Health Promotion partnered with the Dental Command, who took the lead on the Smoke Out, and collaborated with the schools commands on the base.**
- At Camp LeJeune, the Health Promotion Program partnered with local businesses for educational and promotional items for the Smoke Out.**

Marketing, Marketing, Marketing

- **All those involved, reported that they had used the hospital CHCS system, plan of the day announcements, flyers, and hospital newsletters to advertize the Smoke Out Day. One program (NMC Portsmouth) used the hospital electronic bulletin board at the compound main gate; while many others used banners at the Exchange, Commissary, gym and the clinic or hospital. Frequently, the base and local civilian newspapers were utilized with articles and stories to announce the Smoke Out Day. Armed Forces TV Network had programming including Public Service Announcements, announcing the GASO Day at several bases.**
- **At NH Corpus Christi, local TV coverage of the Smoke Out was aired on both English and Spanish stations!**
- **At Camp LeJeune, local news stations covered the base Smoke Out activities, along with local radio programming.**
- **At Naval Station Everett, a base presentation by the Commanding Officer and testimonials by former smokers along with self care presentations and HEAR surveys kicked off the Smoke Out Day!**
- **At Quantico, Smoke Out Day signs were placed at all the base designated smoking areas requesting GASO participation.**
- **The base galleys were marketed with GASO displays at Annapolis, Great Lakes, Quantico and Rota.**
- **Tobacco Awareness/Prevention GMT's were provided to tenant commands during November at NAS Everett.**
- **At MCB Quantico, the Smoke Out was advertised via bag stuffers at both the Commissary and Exchange.**
- **At Guantanamo Bay, the clubs were targeted with materials for the Smoke Out Day.**

Primary Prevention

Smoke Out activities were taken to the public school system (elementary, middle and high schools) both on and off base as a major part of the programs at Yokuska, Keflavik, Camp LeJeune, Guantanamo Bay and Quantico. Displays, activities, and presentations were part of the Smoke Out program targeted to children and teenagers.

- At Yokuska, Health Promotion worked with the school nurses, set up a booth and offered a Smoke Free for Life Pledge at the school complex.**
- At Quantico, an informational letter was sent out to the parents of every base middle and high school student requesting their participation and support of the Great American Smoke Out Day.**
- In North Carolina, NH Camp LeJeune set up GASO booths, at the DoD middle and high schools.**
- Second Hand Smoke was a focus of attention in Rota. The “Blowing Bubbles, Not Smoke” campaign informed about the dangers of environmental and secondhand smoke. Children’s bubbles were handed out to participants at the Exchange.**

To the Fleet

Most Health Promotion programs tried to enlarge the scope of the Smoke Out Day activities beyond the boundaries of the medical facilities.

- In the Pacific Northwest, NH Bremerton efforts focused on the work site. Sixty work site kits, consisting of ACS Smoke Out materials and information, were distributed to commands and local organizations.**
- In Jacksonville, Health Promotion collaborated with the NAS DAPA’s, who functioned as the command POC, for the Smoke Out. Each DAPA was given information, promotional materials and survival kits for their “Committed to Quit” participants.**

- **The Pensacola Health Promotion program collected all the Naval Air Station commands fax numbers and sent out GASO materials to ninety area customers.**
- **In Japan, Yokuska encouraged the fleet to become involved, and several ships went smoke free for the day.**
- **At Mayport, Health Promotion set up shop (booths) at the piers and also at a large shore based tenant command.**
- **At Camp LeJeune, the Mobile Health Promotion Van “Medical Education and Clinical Unit” made a base tour and had stops.**

Creative Smoke Out Activities

Contests seemed to be a popular GASO Day activity! “Count the Butts” was a frequently mentioned activity. Some type of Smoke Out run was often mentioned as a fun kickoff activity at a number of programs and NH Rota and NAS Everett sponsored walks.

- **At Camp LeJeune, Smoke Out games included – Cold Turkey Bowling, Tobacco Jeopardy and Wheel of Tobacco.**
- **At NH Bremerton, a “Quitters Are Winners” contest was held at the work site.**
- **At NMC Portsmouth, a “Winners Circle” poster was developed and displayed success stories following the Smoke Out Day.**
- **In Iceland, a life size dummy with a cigarette, laying in a coffin, was set up at the Exchange.**
- **At NEHC, a Wall of Ex-Smokers was set up in a high visibility area along with congratulations to those who quit and encouragement of smokers wanting to quit.**
- **At NH Oak Harbor, the Medical Staff at the Prime Health Center wore ACS attire (sweatshirts, t-shirts, hats) during the Smoke Out Day and created a “festive atmosphere.”**

- In Jacksonville, an Open House was held at the Wellness Center for the Smoke Out Day.
- At Quantico, a large aerobics class was held on Smoke Out Day.
- Health Promotion participated with the State of Washington's Break the Chain Awareness Campaign in Everett.
- In Newport, the Dental Clinic provided teeth cleaning for individuals who had quit tobacco usage.
- Smokeless tobacco users were specifically targeted by Smoke Out Programs at Camp LeJeune, Keflavik, and Millington.

Summary

Please contact the respective Health Promotion Program to obtain more specific and detailed information about their referenced Smoke Out Day activities!

Many thanks to all those Health Promotion Staff who eagerly volunteered their creative and novel ideas!

Consider sending your innovative Smoke Out activities to the NEHC Health Promotion Program at longm@nehc.med.navy.mil! Contact your local American Cancer Society for the current Great American Smoke Out Day activities.

